

## **IN THE CLAIMS:**

A complete listing of the claims is set forth below. Please amend the claims as follows:

1. **(Currently Amended)** A computer-implemented system for rendering content according to availability data for at least one item, comprising:

a server operable configured to receive a content request from a user in a current interactive session and, in response to the user-supplied content request, to retrieve the user-requested content;

a rendering engine coupled [[to]] with the server and operable configured to identify at least one rule within the user-requested content and concerning the item; and

a rules engine coupled [[to]] with the rendering engine and operable configured to:

generate at least one availability request corresponding to the rule and concerning the item;

receive availability data for the item;

retrieve additional content according to the availability data for the item, the additional content being selected from among one or more stored content elements that concern the item; and

communicate the additional content concerning the item to the rendering engine for incorporation in the user-requested content;

the rendering engine further operable configured to render the user-requested content, including the additional content concerning the item;

the server further operable configured to communicate the rendered user-requested content to the user in the current interactive session to satisfy the user-supplied content request.

2. **(Previously Presented)** The system of Claim 1, wherein the server comprises a web server and the user-supplied content request comprises a Hypertext Transfer Protocol (HTTP) request containing a Uniform Resource Locator (URL) for a particular web page.

3. **(Previously Presented)** The system of Claim 1, wherein:

the user-requested content is a particular web page comprising a container that contains the rule; and

the additional content concerning the item is incorporated into the web page to replace the container.

4. **(Original)** The system of Claim 1, wherein the rule comprises one or more conditions concerning the item, the rules engine applying the conditions to the availability data to determine the content element concerning the item to retrieve.

5. **(Original)** The system of Claim 1, wherein the rule comprises a function call.

6. **(Original)** The system of Claim 1, wherein the availability data is selected from the group consisting of:

inventory information concerning the item;

delivery information concerning the item; and

pricing information concerning the item.

7. **(Currently Amended)** The system of Claim 1, wherein the availability data comprises dynamic pricing information for the item obtained from multiple suppliers of the item, the server ~~operable~~ configured to render content concerning the item that reflects the least of these prices in accordance with a promising policy.

8. **(Currently Amended)** The system of Claim 1, further comprising an availability server ~~operable~~ configured to receive the availability request from the rules engine, obtain the availability data from one or more suppliers, and communicate the availability data to the rules engine.

9. **(Currently Amended)** The system of Claim 8, wherein the availability server is further ~~operable~~ configured to generate a notification in response to a change in availability data for an item, the server ~~operable~~ configured to select alternative additional content concerning the item in response to the notification.

10. **(Currently Amended)** The system of Claim 8, wherein the availability server is further ~~operable~~ configured to generate a notification in response to a change in the availability data for an item to allow personnel associated with the server to adjust a policy with respect to the item.

11. **(Original)** The system of Claim 1, wherein the item comprises multiple components and the availability data comprises availability data for one or more components of the item.

12. **(Original)** The system of Claim 1, wherein additional content concerning the item comprises information selected from the group consisting of:

an advertisement;

a promotion; and

an item recommendation.

13. **(Currently Amended)** The system of Claim 1, wherein additional content concerning the item comprises one or more item recommendations, the server ~~operable~~ configured to determine the most desirable item recommendation according to one or more sorting criteria and to render the additional content according to that determination.

14. **(Original)** The system of Claim 13, wherein the sorting criteria are selected from the group consisting of:

availability for the item to which the recommendation is directed;

profitability for the item to which the recommendation is directed;

one or more other performance indicators associated with the item that a seller wishes to optimize; and

a characteristic of a user to which the recommendation is to be presented.

15. **(Currently Amended)** A computer-implemented method of rendering content according to availability data for at least one item, comprising:

receiving, by a server, ~~receiving~~ a content request from a user in a current interactive session;

retrieving, by the server, ~~retrieving~~ the user-requested content in response to the user-supplied content request;

identifying, by the server, ~~identifying~~ at least one rule within the user-requested content and concerning the item;

generating, by the server, ~~generating~~ at least one availability request that corresponds to the rule and that concerns the item;

receiving, by the server, ~~receiving~~ availability data for the item;

retrieving, by the server, ~~retrieving~~ additional content according to the availability data for the item, the additional content being selected from among one or more stored content elements that concern the item;

incorporating, by the server, ~~incorporating~~ the additional content into the user-requested content;

rendering, by the server, rendering the user-requested content, including the additional content concerning the item; and

communicating, by the server, ~~communicating~~ the rendered user-requested content to the user in the current interactive session to satisfy the user-supplied content request.

16. **(Previously Presented)** The method of Claim 15, wherein the user-supplied content request received from the user comprises a Hypertext Transfer Protocol (HTTP) request containing a Uniform Resource Locator (URL) for a particular web page.

17. **(Previously Presented)** The method of Claim 15, wherein:

the user-requested content is a particular web page comprising a container that contains the rule; and

the additional content concerning the item is incorporated into the web page to replace the container.

18. **(Original)** The method of Claim 15, wherein:

the rule comprises one or more conditions concerning the item; and

the method further comprises applying the conditions to the availability data to determine which content concerning the item to retrieve.

19. **(Original)** The method of Claim 15, wherein the rule comprises a function call.

20. **(Original)** The method of Claim 15, wherein the availability data is selected from the group consisting of:

inventory information concerning the item;

delivery information concerning the item; and

pricing information concerning the item.

21. **(Original)** The method of Claim 15, wherein the availability data comprises dynamic pricing information for the item obtained from multiple suppliers of the item and content concerning the item is rendered reflecting the least of these prices in accordance with a promising policy.

22. **(Previously Presented)** The method of Claim 15, further comprising:  
receiving the availability request;  
obtaining the availability data from one or more suppliers; and  
communicate the availability data for use in rendering the user-requested content.
23. **(Original)** The method of Claim 15, further comprising:  
generating a notification in response to a change in availability data for an item; and  
selecting alternative additional content concerning the item in response to the notification.
24. **(Original)** The method of Claim 15, further comprising generating a notification in response to a change in availability data for an item to allow personnel to adjust a policy with respect to the item.
25. **(Previously Presented)** The method of Claim 15, wherein:  
the item comprises multiple components; and  
the availability data comprises availability data for one or more components of the item.
26. **(Original)** The method of Claim 15, wherein the retrieved content concerning the item comprises information selected from the group consisting of:  
an advertisement;  
a promotion; and  
an item recommendation.

27. **(Original)** The method of Claim 15, wherein the additional content concerning the item comprises one or more item recommendations and the method further comprises determining the most desirable item recommendation according to one or more sorting criteria, the additional content being rendered according to that determination.

28. **(Original)** The method of Claim 15, wherein the sorting criteria are selected from the group consisting of:

availability for the item to which the recommendation is directed;

profitability for the item to which the recommendation is directed;

one or more other performance indicators associated with the item that a seller wishes to optimize; and

a characteristic of a user to which the recommendation is to be presented.



29. **(Currently Amended)** Software for rendering content according to availability data for at least one item, the software being embodied in a computer-readable medium and when executed using one or more computers is configured operable to:

- receive a content request from a user in a current interactive session;
- retrieve the user-requested content in response to the user-supplied content request;
- identify at least one rule within the user-requested content and concerning the item;
- generate at least one availability request that corresponds to the rule and that concerns the item;
- receive availability data for the item;
- retrieve additional content according to the availability data for the item, where the additional content is selected from among one or more stored content elements that concern the item;
- incorporate the additional content concerning the item into the user-requested content;
- render the user-requested content, including the additional content concerning the item; and
- communicate the rendered user-requested content to the user in the current interactive session to satisfy the user-supplied content request.

30. **(Currently Amended)** A computer-implemented system for rendering content according to availability data for at least one item, comprising:

a server comprising means for receiving a content request from a user in a current interactive session and for retrieving the user-requested content in response to the user-supplied content request;

a rendering engine coupled with the server, the rendering engine comprising means for identifying at least one rule within the user-requested content and concerning the item;

a rules engine coupled with the rendering engine, the rules engine comprising means for generating at least one availability request that corresponds to the rule and that concerns the item, receiving availability data for the item, retrieving additional content according to the availability data for the item, where the additional content is selected from among one or more stored content elements that concern the item, and incorporating the additional content concerning the item into the user-requested content;

the rendering engine further comprising means for identifying the rule comprising means for rendering the user-requested content, including the additional content concerning the item; and

the server further comprising means for receiving the user-supplied content request comprising means for communicating the rendered user-requested content to the user in the current interactive session to satisfy the user-supplied content request.

31. **(Previously Presented)** The software of Claim 29, wherein the server comprises a web server and the user-supplied content request comprises a Hypertext Transfer Protocol (HTTP) request containing a Uniform Resource Locator (URL) for a particular web page.

32. **(Previously Presented)** The software of Claim 29, wherein:

the user-requested content is a particular web page comprising a container that contains the rule; and

the additional content concerning the item is incorporated into the web page to replace the container.

33. **(Currently Amended)** The software of Claim 29, wherein:  
the rule comprises one or more conditions concerning the item; and  
the software is further configured ~~operable~~ to apply ~~applying~~ the conditions to the availability data to determine the content element concerning the item to retrieve.

34. **(Previously Presented)** The software of Claim 29, wherein the rule comprises a function call.

35. **(Previously Presented)** The software of Claim 29, wherein the availability data is selected from the group consisting of:

inventory information concerning the item;  
delivery information concerning the item; and  
pricing information concerning the item.

36. **(Previously Presented)** The software of Claim 29, wherein the availability data comprises dynamic pricing information for the item obtained from multiple suppliers of the item and content concerning the item is rendered reflecting the least of these prices in accordance with a promising policy.

37. **(Currently Amended)** The software of Claim 29, further configured ~~operable~~ to:  
receive the availability request;  
obtain the availability data from one or more suppliers; and  
communicate the availability data for use in rendering the user-requested content.

38. **(Currently Amended)** The software of Claim 37, further configured ~~operable~~ to:  
generate a notification in response to a change in availability data for an item; and  
select alternative additional content concerning the item in response to the notification.

39. **(Currently Amended)** The software of Claim 37, further configured ~~operable~~ to  
generate a notification in response to a change in the availability data for an item to allow personnel  
to adjust a policy with respect to the item.

40. **(Previously Presented)** The software of Claim 29, wherein the item comprises  
multiple components and the availability data comprises availability data for one or more  
components of the item.

41. **(Previously Presented)** The software of Claim 29, wherein additional content  
concerning the item comprises information selected from the group consisting of:

an advertisement;  
a promotion; and  
an item recommendation.

42. **(Currently Amended)** The software of Claim 29, wherein additional content  
concerning the item comprises one or more item recommendations and the software is further  
configured ~~operable~~ to determine the most desirable item recommendation according to one or more  
sorting criteria and to render the additional content according to that determination.

43. **(Previously Presented)** The software of Claim 42, wherein the sorting criteria are selected from the group consisting of:

availability for the item to which the recommendation is directed;

profitability for the item to which the recommendation is directed;

one or more other performance indicators associated with the item that a seller wishes to optimize; and

a characteristic of the user to which the recommendation is to be presented.